



Iowa Department of Human Services

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INFORMATIONAL LETTER NO.1541

DATE: September 18, 2015

TO: All Iowa Medicaid Providers Excluding Individual Consumer Directed Attendant Care (I-CDAC)

FROM: Iowa Department of Human Services (DHS), Iowa Medicaid Enterprise (IME)

RE: IA Health Link Provider Toolkit

EFFECTIVE: Upon Receipt

On January 1, 2016, most Iowa Medicaid members will be enrolled in a single managed care program. This new approach for the Medicaid program has been frequently referred to as “Medicaid Modernization” or by the formal title of the Request for Proposal: The Iowa High Quality Healthcare Initiative. Moving forward, the program will now be specifically branded as **IA Health Link** for the purpose of member, provider and stakeholder communication.

A toolkit has been developed to help providers understand and discuss details about the IA Health Link program with Medicaid members. The [IA Health Link Managed Care Program Provider Toolkit](#)¹ includes:

- An Introduction to the IA Health Link Program
- Member Promotional Materials
- Provider and Member Frequently Asked Questions (FAQ)
- Provider Education and Training Opportunities
- Sample Emails and Social Media Posts

In an effort to keep providers informed about the transition, the IME is holding state-wide Annual Provider Training throughout the month of September 2015 and will cover details on the IA Health Link program and member communications. For more information on this training, see [Informational Letter 1537](#)². Details are also included in the [Provider Toolkit](#).

For additional information on the IA Health Link, please visit the DHS [Medicaid Modernization](#)³ webpage or call the IME Provider Services Unit at 1-800-338-7909. Representatives are available Monday-Friday, 7:30 a.m. to 4:30 p.m.

¹ https://dhs.iowa.gov/sites/default/files/IAHealthLink_ProviderToolkit_FINAL.pdf

² https://dhs.iowa.gov/sites/default/files/1537_Annual_Provider_Training_2015_0.pdf

³ <http://dhs.iowa.gov/ime/about/initiatives/MedicaidModernization>